

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re application of: Jerry Dennis Sacks, et al. Confirmation Number: 3965**

**Serial Number: 10/736,427**

**Examiner: PEACHES, Randy**

**Filed: December 15, 2003**

**Group Art Unit: 2617**

**For: SYSTEM FOR PRODUCT  
SELECTION**

**Attorney Docket Number: 1219.02**

**MAIL STOP AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION DATED JULY 19, 2007**

In response to the Office Action dated July 19, 2007, having a shortened statutory period for response set to expire on October 19, 2007, Applicants respectfully request entry and consideration of the following amendments and remarks. Applicants greatly appreciate Examiner Peaches taking the time to discuss and consider the application. Applicants have submitted claims amended to better define the invention.

**Applicants are filing a response before the two month deadline to request advisory action of this response.**

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.